1845 Walnut Street
Philadelphia, PA 19103

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Laventhol & Horwath
Certified Public Accountants

NATIONAL RESTAURANT ASSOCIATION
311 First Street, N.W.
Washington, DC 20001 (202) 638-6100

NATIONAL TREND OF BUSINESS
Restaurant Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

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AUGUST 1982 COMPARED WITH AUGUST 1981

Total sales remained relatively flat during August, rising a slight 0.3 percent. For those operations reporting the number of food covers served, the average check was $8.47, 1.9 percent higher than August 1981. While beverage sales declined 2.4 percent, the related costs rose 3.0 percent, significantly affecting profit margins. In contrast, food sales increased 0.9 percent while food costs declined during the same period. On a year-to-date basis, total costs exceeded sales, with the most noticeable change in the beverage category where sales rose 1.4 percent and costs rose 2.0 percent. Payroll costs rose 3.4 percent, pushing payroll costs per full-time equivalent (FTE) employee up 1.7 percent for the eight-month comparison.

The restaurant dollar changed little in its composition during August 1982 from the same month last year. For each dollar spent in a restaurant, an average of 82.8 cents was spent on food, an increase of less than one cent over one year ago. Food costs as a percentage of food sales remained at $0.38, while beverage costs per dollar rose $0.01 to $0.26.

This month's productivity report was dismal. All measurements tracked in this report declined in comparison to August 1981. Sales per FTE employee declined $19 for the month. However, this was not large enough to offset the year-to-date figure, which rose $51. Total sales per payroll dollar declined a noticeable $0.10 during August compared to the same month last year. On a year-to-date basis, this figure has remained virtually unchanged.

Competition within the foodservice industry has heightened and is forcing restaurant management to keep abreast of their position within their market segment as well as within the industry. In addition to intra-segment competition, customer's are being swayed between tableservice dining and take-out gourmet service in order to eat at home. As the affluence of the average customer who dines out frequently rises, those that make their niche in the market now could be those that prosper later on, as customers show their loyalty.

SALES PER SEAT FOR MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL	$ 657	17.5%
AREA:		
Northeast	502	0.8
Southeast	532	– 16.5
North Central	443	2.8
South Central	398	– 41.6
West	1309	59.1
TYPE:		
Cafeteria	**	**
Coffee Shop	549	0.7
Full Menu:		
Tableservice	533	– 3.8
Limited Menu:		
Tableservice	**	NA
No Tableservice	**	NA

FOODSERVICE PRODUCTIVITY TOTAL SALES PER PAYROLL DOLLAR

	This Month	Percentage Changes*
TOTAL	$ 3.35	– 0.6%
TYPE:		
Cafeteria	**	**
Coffee Shop	3.08	– 6.9
Full Menu:		
Tableservice	3.35	4.0
Limited Menu:		
Tableservice	3.51	6.7
No Tableservice	**	NA

* FROM PREVIOUS MONTH
** INSUFFICIENT RESPONSE
NA NOT AVAILABLE

TREND REPORT AUGUST 1982 COMPARED WITH AUGUST 1981

	SALES % CHANGE			COST % CHANGE				AVERAGE RECEIPT PER COVER	
	TOTAL	FOOD[1]	BEV.[1]	TOTAL	FOOD[1]	BEV.[1]	PAYROLL	AUG	% CHG
TOTAL	0.3	0.9	-2.4	-0.1	-0.5	3.0	3.9	$ 8.47	1.9
AFFILIATION:									
Single Unit	-0.1	0.1	-1.1	0.7	-0.1	5.9	8.4	$ 9.75	0.6
Multi-Unit:									
Company-Owned	*	*	*	*	*	*	*	*	*
Franchised	0.6	1.3	-3.2	-0.5	-0.7	1.3	1.5	7.96	2.7
AREA:									
Northeast	5.6	6.2	-3.8	4.9	5.8	-13.3	8.1	$ 7.24	-0.4
Southeast	-2.5	-1.8	-3.9	1.6	-0.6	10.7	7.5	*	*
North Central	-1.5	-1.1	-3.5	-5.4	-4.5	-11.3	8.5	6.99	-1.8
South Central	1.7	1.4	*	16.8	9.0	*	-0.6	8.25	2.4
West	-	0.5	-1.9	-0.2	-1.2	6.6	-0.2	10.35	5.5
SALES PER MONTH:									
Under $51638.	-4.4	-4.1	-9.4	-2.8	-4.2	30.9	-1.3	$ 4.16	1.5
$51638. TO $76530.	-1.0	0.1	-8.1	-7.9	-6.6	-19.2	5.6	5.40	-1.3
$76530. TO $98381.	9.3	9.2	9.9	7.1	7.6	3.0	10.5	9.82	2.1
Over $98381.	-1.0	-0.3	-3.7	-	-0.9	5.5	2.5	9.21	1.9
NUMBER OF SEATS:									
Under 111	0.4	0.2	1.3	-1.6	-1.5	-2.6	7.0	$ 8.72	-3.2
111 TO 160	2.6	3.1	-3.7	1.5	2.0	-6.7	0.6	7.08	3.9
160 TO 211	4.4	3.8	6.6	2.2	1.4	7.5	6.8	5.36	5.9
Over 211	-1.4	-0.4	-5.4	-0.9	-1.5	3.4	3.4	9.64	1.5
TYPE:									
Cafeteria	*	*	*	*	*	*	*	*	*
Coffee Shop	9.2	9.2	*	8.1	7.9	*	11.3	*	*
Full Menu:									
Tableservice	-1.3	-0.9	-3.1	-1.6	-1.8	-0.3	4.4	$ 8.76	-
Limited Menu:									
Tableservice	1.1	1.5	-0.4	0.2	-0.8	8.8	-0.3	9.22	6.0
No Tableservice	*	*	*	*	*	*	*	*	*
Other	*	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE
\- NO CHANGE
[1] Since all restaurants did not report data for each line, each line item has been analyzed separately and may therefore not add to totals shown.

FOOD AND BEVERAGE SALES REPORT AS OF AUGUST 1982

	COMPOSITION OF SALES				TOTAL COST PER DOLLAR OF SALES			
	AUG 82		AUG 81		AUG 82		AUG 81	
	FOOD	BEV.	FOOD	BEV.	FOOD	BEV.	FOOD	BEV.
TOTAL	82.8	17.2	82.4	17.6	$ 0.38	$ 0.26	$ 0.38	$ 0.25
AFFILIATION:								
Single Unit	81.2	18.8	81.0	19.0	$ 0.34	$ 0.27	$ 0.34	$ 0.25
Multi-Unit:								
Company-Owned	*	*	*	*	*	*	*	*
Franchised	83.6	16.4	83.0	17.0	0.39	0.26	0.40	0.25
AREA:								
Northeast	94.9	5.1	94.4	5.6	$ 0.34	$ 0.26	$ 0.34	$ 0.29
Southeast	70.2	29.8	69.7	30.3	0.39	0.25	0.39	0.22
North Central	83.5	16.5	83.1	16.9	0.32	0.24	0.33	0.26
South Central	77.3	*	77.5	*	0.48	*	0.44	*
West	80.3	19.7	79.9	20.1	0.42	0.27	0.43	0.25
SALES PER MONTH:								
Under $51638.	95.1	4.9	94.8	5.2	$ 0.37	$ 0.39	$ 0.37	$ 0.27
$51638. TO $76530.	87.5	12.5	86.5	13.5	0.35	0.25	0.37	0.28
$76530. TO $98381.	84.2	15.8	84.3	15.7	0.38	0.24	0.38	0.26
Over $98381.	80.9	19.1	80.3	19.7	0.38	0.26	0.38	0.24
NUMBER OF SEATS:								
Under 111	85.0	15.0	85.1	14.9	$ 0.35	$ 0.25	$ 0.36	$ 0.26
111 TO 160	92.4	7.6	91.9	8.1	0.37	0.26	0.37	0.27
160 TO 211	80.0	20.0	80.4	19.6	0.37	0.22	0.38	0.22
Over 211	81.3	18.7	80.6	19.4	0.38	0.27	0.39	0.25
TYPE:								
Cafeteria	*	*	*	*	*	*	*	*
Coffee Shop	99.6	*	99.7	*	$ 0.33	$ *	$ 0.33	$ *
Full Menu:								
Tableservice	79.3	20.7	78.9	21.1	$ 0.36	$ 0.25	$ 0.37	$ 0.25
Limited Menu:								
Tableservice	82.5	17.5	82.3	17.7	0.43	0.27	0.44	0.25
No Tableservice	*	*	*	*	*	*	*	*
Other	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

PAYROLL AND EMPLOYEE REPORT AUGUST 1982 COMPARED WITH AUGUST 1981

	SALES PER FTE EMP		PAYROLL PER FTE EMP		COVERS PER FTE EMP		TOTAL SALES PER PAYROLL DOLLAR	
	AUG 82	AUG 81	AUG 82	AUG 81	AUG 82	AUG 81	AUG 82	AUG 81
TOTAL	$ 2538	$ 2557	$ 772	$ 760	319	335	$ 3.35	$ 3.45
AFFILIATION:								
Single Unit	$ 2795	$ 2944	$ 867	$ 834	286	303	$ 3.36	$ 3.64
Multi-Unit:								
Company-Owned	*	*	*	*	*	*	*	*
Franchised	2423	2393	731	729	334	350	3.35	3.35
AREA:								
Northeast	$ 2047	$ 1902	$ 662	$ 599	399	385	$ 3.11	$ 3.18
Southeast	2798	2804	751	698			4.09	4.51
North Central	2590	2674	809	788	377	391	3.19	3.44
South Central	2028	1832	513	474	245	227	3.95	3.86
West	2785	2892	837	872	269	294	3.42	3.41
SALES PER MONTH:								
Under $51638.	$ 2297	$ 2249	$ 683	$ 647	572	607	$ 3.36	$ 3.47
$51638. TO $76530.	2191	2132	648	624	516	509	3.31	3.47
$76530. TO $98381.	2429	2307	749	711	309	307	3.39	3.43
Over $98381.	2656	2736	809	808	288	307	3.35	3.45
NUMBER OF SEATS:								
Under 111	$ 2416	$ 2215	$ 720	$ 658	358	323	$ 3.28	$ 3.40
111 TO 160	2067	2071	676	691	330	376	3.06	3.00
160 TO 211	2633	2558	819	786	532	551	3.48	3.56
Over 211	2677	2756	797	787	276	292	3.40	3.55
TYPE:								
Cafeteria	*	*	*	*	*	*	*	*
Coffee Shop	$ 1933	$ 1804	$ 628	$ 575	*	*	$ 3.08	$ 3.14
Full Menu:								
Tableservice	$ 2630	$ 2708	$ 817	$ 809	307	320	$ 3.35	$ 3.51
Limited Menu:								
Tableservice	2726	2740	776	791	295	315	3.51	3.46
No Tableservice	*	*	*	*	*	*	*	*
Other	*	*	*	*	*	*	*	*

* INSUFFICIENT RESPONSE

YEAR TO DATE TREND REPORT AUGUST 1982 COMPARED WITH AUGUST 1981

	SALES % CHANGE			COST % CHANGE				AVERAGE RECEIPT PER COVER	
	TOTAL	FOOD[1]	BEV.[1]	TOTAL	FOOD[1]	BEV.[1]	PAYROLL	AUG	% CHG
TOTAL	3.0	3.0	1.4	3.4	3.4	2.9	3.4	$ 6.70	3.0
AFFILIATION:									
Single Unit	1.5	1.6	0.9	4.0	4.1	3.4	5.0	$ 6.67	3.8
Multi-Unit:									
Company-Owned	17.0	15.8	20.9	17.7	16.7	22.4	16.4	2.98	5.3
Franchised	3.6	3.7	-0.1	2.0	2.1	0.7	0.8	7.74	3.3
AREA:									
Northeast	3.9	3.9	2.0	5.2	5.4	-2.1	1.7	$ 5.23	3.5
Southeast	4.9	6.8	-4.5	9.0	8.2	11.8	-1.3	6.90	3.1
North Central	-2.2	-1.8	-4.2	-3.3	-2.5	-7.6	4.1	7.38	-0.4
South Central	4.9	4.7	6.4	5.8	5.6	8.5	4.0	3.78	4.6
West	5.4	4.6	4.5	4.7	4.2	7.9	3.7	10.44	6.7
SALES PER MONTH:									
Under $33083.	-2.3	-1.9	-7.7	-2.3	-2.7	-1.4	-5.3	$ 3.71	4.3
$33083. TO $67232.	1.7	1.9	-0.1	-	0.3	-4.3	1.2	4.34	1.9
$67232. TO $102466.	6.0	6.5	2.4	4.1	4.7	-1.2	3.0	5.45	5.1
Over $102466.	2.9	2.7	1.7	4.4	4.3	4.8	4.8	8.17	2.3
NUMBER OF SEATS:									
Under 115	6.6	5.6	10.8	4.2	3.5	6.2	3.5	$ 4.55	1.4
115 TO 169	4.7	4.8	4.0	5.6	5.8	2.6	3.1	5.78	5.1
169 TO 320	6.0	5.4	3.9	3.7	3.1	8.6	1.8	7.66	5.0
Over 320	-0.3	0.2	-3.0	2.0	2.6	-2.2	4.5	6.94	2.1
TYPE:									
Cafeteria	5.2	5.2	*	1.5	1.5	*	6.0	$ 2.52	5.8
Coffee Shop	4.0	4.0	6.9	6.4	6.3	18.7	0.3	2.87	-0.1
Full Menu:									
Tableservice	1.0	1.6	-1.5	2.9	3.3	0.4	4.7	$ 8.66	2.4
Limited Menu:									
Tableservice	8.2	6.0	8.8	3.6	3.0	9.0	-0.4	8.89	7.1
No Tableservice	5.8	4.4	11.3	6.9	5.2	13.3	4.5	3.12	4.8
Other	5.9	5.2	15.8	-4.4	-4.8	5.6	1.5	3.17	3.4

* INSUFFICIENT RESPONSE

\- NO CHANGE

[1] Since all restaurants did not report data for each line, each line item has been analyzed separately and may therefore not add to totals shown.

YEAR TO DATE PAYROLL AND EMPLOYEE REPORT

	SALES PER FTE EMP		PAYROLL PER FTE EMP		COVERS PER FTE EMP		TOTAL SALES PER PAYROLL DOLLAR	
	AUG 82	AUG 81	AUG 82	AUG 81	AUG 82	AUG 81	AUG 82	AUG 81
TOTAL	$ 2319	$ 2268	$ 734	$ 722	$ 373	$ 380	$ 3.18	$ 3.17
AFFILIATION:								
Single Unit	$ 2505	$ 2472	$ 837	$ 798	355	362	$ 3.01	$ 3.12
Multi-Unit:								
Company-Owned	2464	2511	606	621	826	888	4.06	4.04
Franchised	2136	2061	646	655	316	322	3.31	3.17
AREA:								
Northeast	$ 1606	$ 1549	$ 522	$ 520	442	445	$ 3.04	$ 2.98
Southeast	2964	2759	615	599	468	460	4.87	4.59
North Central	1921	1916	699	667	266	267	2.73	2.86
South Central	2755	2685	818	804	666	674	3.37	3.34
West	2765	2746	869	879	263	278	3.21	3.16
SALES PER MONTH:								
Under $33083.	$ 2285	$ 2241	$ 671	$ 679	592	588	$ 3.39	$ 3.29
$33083. TO $67232.	1914	1861	614	602	554	544	3.15	3.11
$67232. TO $102466.	2159	2068	677	670	450	464	3.20	3.10
Over $102466.	2493	2462	793	778	294	298	3.16	3.19
NUMBER OF SEATS:								
Under 115	$ 2212	$ 2183	$ 608	$ 631	551	565	$ 3.58	$ 3.43
115 TO 169	1837	1771	573	563	380	392	3.19	3.14
169 TO 320	2683	2612	787	804	349	355	3.45	3.32
Over 320	2392	2360	821	780	330	337	2.91	3.02
TYPE:								
Cafeteria	$ 2816	$ 2691	$1074	$1019	1115	1123	$ 2.62	$ 2.64
Coffee Shop	1522	1469	488	488	516	496	3.12	3.01
Full Menu:								
Tableservice	$ 2403	$ 2358	$ 759	$ 727	267	270	$ 3.20	$ 3.28
Limited Menu:								
Tableservice	2448	2401	766	816	274	288	3.19	2.94
No Tableservice	3018	3114	761	794	891	977	3.96	3.91
Other	2715	2584	888	878	768	813	3.11	2.98

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